

Western Assistive Technology Consulting Poised To Excite Medical Equipment Industry Throughout West

The Hiring of new Business Development Director holds the promise of creating excitement and community resources in an industry that has been unnecessarily marred by negative perception and uncertain outlook.

July 25, 2009 - [PRLog](#) -- Western Assistive Technology Consulting, a Henderson, NV based firm that specializes in providing services for the physically disabled, has taken a step closer toward realizing its goal of becoming a community portal. The hiring of Ismael Lopez-Ferratt as its new Director of Business Development will help to expand and diversify its presence in Nevada and California, by bringing much needed business knowledge and education into the specialty medical supply industry.

Ismael Lopez-Ferratt enters WATC with an accomplished history that clearly highlights his commitment to excellence. At the age of 17 he began his freshman year at the University of Nevada, Las Vegas. In 1999 he attained his Bachelor of Science degree in Business Administration with an emphasis in Marketing.

From there he began his career in construction supply sales for Hilti Inc. while pursuing and earning his Master of Business Administration degree from Webster University in 2002. Upon acquiring his MBA, Lopez-Ferratt entered into the pharmaceutical industry sales. After more than four years he moved on to the medical mobility equipment sales industry, joining Sunrise Medical, a manufacturer of specialty medical equipment.

Trent McCallson, the president and CEO of Western ATC says of Ismael, "He is a man who shares our vision of being a community and industry leader by elevating standards of practice, developing more efficient processes and educating our partners and affiliates about our industry and its issues."

Lopez-Ferratt's attributes are among what Western ATC hopes will help bring much needed change as they move into a future that's faced with uncertainty for the medical equipment industry. Western Assistive Technology Consulting currently serves all of Nevada, Sacramento and Los Angeles, California in partnership with its affiliates.

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Western Assistive Technology Consulting is a community resource and medical equipment supplier that specializes in providing outcome solutions through custom medical products and community education.

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Source	WATC
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